



Bass Pro Shops, North America’s premier outdoor and conservation company, announces new Outdoor World Destination Retail Store in Loveland, Colorado

New mega outdoor world destination retail store will offer vast assortment of quality gear at great prices, supported by genuine, friendly expert service



LOVELAND, Colo. (August 23, 2023) – Bass Pro Shops announced plans today for a new destination retail store in Loveland, Colorado.

The opening of the 130,000 sq. ft. Outdoor World will mark the sixth Bass Pro Shops location in Colorado, as it continues to expand its presence to serve the passionate sportsmen and women in the Rocky Mountain region. This new location will offer the widest selection of quality products at the best prices around, providing genuine, friendly expert service.

“We are very excited to announce this new location and continue to strengthen our relationship with the western sportsmen and women of Colorado and beyond,” said legendary angler, and noted conservationist and Bass Pro Shops founder Johnny Morris. “This new store will make it easier for the people and families who love to hunt the mountains and high plains of the West and fish its rich streams to spend time together in the great outdoors.”

Located along US I-25, Loveland is a major thorough-fare from Denver to Cheyenne, Wy. that frequents many hunters and outdoorsmen and women seeking adventure across the range of the Rockies. The announced retail store will anchor the new “Brands at the Ranch” development.

“Having Bass Pro Shops select and anchor our ‘Brands at the Ranch’ Project will indeed ignite the original vision for this area and will most certainly relocate the retail center of gravity of Northern Colorado to the crossroads corridor,” said The Water Valley Company CEO, Martin Lind. “We are so honored they have chosen our project and this site!”

Voted America's Best Retailer For Outdoor Gear

In addition to a vast assortment of hunting, fishing and outdoor gear, the store will showcase industry-leading boat brands, including TRACKER, NITRO, MAKO, SUN TRACKER, REGENCY and TAHOE. Built by Bass Pro's White River Marine Group, the World's Best-Selling Boats are sold factory direct at money-saving prices. The store's inventory will be tailored to the needs of hunting and fishing in the region. In addition, the new location will display a selection of new TRACKER OFF ROAD ATVs and side-by-side vehicles, America's fastest growing brand of off-road vehicles.

More than just a fishing and hunting store, the retail destination will offer equipment and clothing for all outdoor adventures, including hiking, backpacking, wildlife viewing, camping, and other related outdoor gear. A gift and nature center will feature a wide variety of outdoor-themed and related items, including Big Cedar Home & Cabin décor and accessories. Men's, Ladies' and Children's apparel sections will offer a wide assortment of brands, including RedHead, TrueTimber, ASCEND, World Wide Sportsman, and Natural Reflections, along with many more popular brands for greater selection, quality and value.

Immersive outdoor features

In addition to providing customers with the outdoor products they love, a team of talented artists and craftsmen will design the store's localized imagery to

celebrate the beauty of the Rocky Mountain region and reinforce its immersive outdoor theme. The signature creativity and attention to detail are hallmarks of every experience envisioned by Johnny Morris, who often is referred to as “The Walt Disney of the Outdoors” for his knack to create immersive experiences that connect people with nature.

Unique exterior and interior motifs have branded Bass Pro Shops as visually appealing, high-quality outdoor retail destinations that customers love. In addition to providing a fun outdoor experience indoors, Bass Pro Shops locations feature a large aquarium and water features stocked with native fish species, thousands of local antiques and artifacts, hundreds of trophy fish and wildlife mounts, and murals depicting local scenes.

Celebrating conservation and community

Conservation, another trademark of Johnny’s and a signature company value, will play an important role in the store’s mission. The new location will host dozens of events throughout the year aimed at connecting new audiences – and particularly children – to the outdoors.

Hands-on demonstrations and interactive activities will be offered such as “Gone Fishing,” an annual event which aims to introduce families to fishing through catch-and-release ponds, casting games and free fishing seminars with the goal of creating the next generation of conservationists. More than 100,000 kids caught a fish at

Bass Pro Shops events last year alone, many for the first time. The store also will support local conservation organizations that protect wildlife and habitat.

10% Discount Every Day to Honor Those on the Front Lines

Bass Pro Shops recently announced the expansion of their Legendary Salute Program honoring veterans, active military, law enforcement officers, firefighters, and state fish and wildlife agency employees, doubling their discount to 10% on almost everything in all Bass Pro Shops and Cabela's locations in the United States and Canada (with a 5% discount on firearms and ammo). This program honors those who have or are currently serving on the front lines in Mississippi and throughout the country who defend our freedoms including our opportunities to hunt, fish and spend time in the great outdoors.



Bass Pro Shops CLUB program rewards customers and supports conservation

The new location also will proudly showcase Bass Pro Shops CLUB, the outdoor industry's premier loyalty program recognizing the company's most loyal customers. Benefits available to CLUB Members include extra savings on gear with exclusive discounts, the ability to redeem points for free gear, and exclusive access to unique events – both in-store and at some of the top hunting and

fishing destinations around the world. CLUB Members play a key role in supporting Bass Pro Shops' conservation mission.

Bass Pro Shops: Celebrating more than 50 Years as the World's Leader in the Great Outdoors

Last year, Bass Pro Shops celebrated 50 years of serving those who love the great outdoors. As an avid young angler Johnny Morris started Bass Pro Shops with passion from a single location in an 8-square-foot section of his dad's liquor store in Springfield, MO. Today the company enjoys the support of the most dedicated customer base in the outdoors. Bass Pro Shops has long been recognized as the World's Leading supplier of premium fishing tackle and adds to that by recently being voted America's #1 Retailer for Camping & Outdoor Gear.

Bass Pro Shops' dedication to offering the widest selection of quality products at the best price and to providing genuine, friendly expert service lie at the foundation of the company's culture. Bass Pro Shops, named by Forbes as "one of America's Best Employers" is expected to employ more than 115 "Outfitters" at its new Loveland location, many of whom will come from the local region. The new retail store is expected to open in 2025. To learn more and apply to join the team of World's Foremost Outfitters visit [basspro.com/careers](https://www.basspro.com/careers).

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About Bass Pro Shops

Bass Pro Shops is North America's premier outdoor and conservation company. Founded in 1972 when avid young angler Johnny Morris began selling tackle out of his father's liquor store in Springfield, Missouri, today the company provides customers with unmatched offerings spanning premier destination retail, outdoor equipment manufacturing, world-class resort destinations and more. In 2017 Bass Pro Shops acquired Cabela's to create a "best-of-the-best" experience with superior products, dynamic locations and outstanding customer service. Bass Pro Shops also operates White River Marine Group, offering an unsurpassed collection of industry-leading boat brands, and Big Cedar Lodge, America's Premier Wilderness Resort. Under the visionary conservation leadership of Johnny Morris, Bass Pro Shops is a national leader in protecting habitat and introducing families to the outdoors.

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